R. J. Reynolds
Tobacco Company

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April 18, 1995

TO: F. E. Cook, G. P. Mitchell, P. J. Gilotty, D. L. James, F. V. Natale, R. L. VanSickle, F. J. DeJong, D. M. Comer
All RJR Representatives with Acme Responsibility in Divisions 1226, 1230, 1324, 1326, 1327, 1332, 1334, 2922

SUBJECT: ***ACME Markets (CID No. 0320-00-00)***
Private Label - Accrual Program
LEGEND Brand

Gentlemen:

Authorization has been received from Acme Market Headquarters, Mr. Frank Pelczar, to implement a Legend Buydown during the second quarter of 1995.

- o All Legend brand styles: $1.00 Off Carton/$0.10 Off Pack.
- o Timing: Program Begins: April 23, 1995
  Program Ends: June 5, 1995
- o Merchandise Legend on Special Legend Floor Displays.
- o RJR is authorized to place POS to support this program notifying the customer of the price reduction.

Thank you for your assistance with this program. If you have any questions, please call.

Best regards,

Jim

J. A. Morris

JAM:des

DM	T&D	REP
1224		
1225		
1226	✓	1, 2, 3, 8, 9, 10, 13, 14, 15, 16
1229		
1230	✓	2, 4, 6, 7, 9, 11, 12, 13, 15
PTC	SAM	
ROM	PA	SC
RM	PC	MC
1240	1242	SAM

51853 2916

Source: https://www.industrydocuments.ucsf.edu/docs/xrln0000